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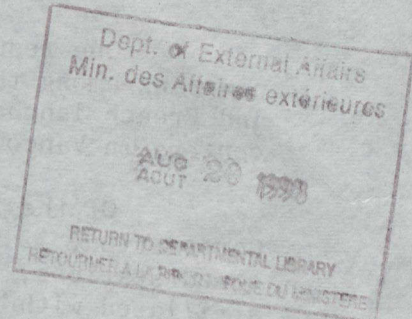
# REFERENCE PAPERS

CANADA

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INFORMATION DIVISION  
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## TELEVISION IN CANADA

(Prepared by the Canadian Radio-Television  
Commission Ottawa)

Canadian television programs, which began in 1952, can now reach 97 per cent of Canada's more than 21 million people. Of 5,460,000 households in Canada, 5,250,000 are equipped with one or more television sets. Color television, which began in 1966, is beginning to be more widely viewed.

Of three television networks in the country, two are operated by the publicly-owned Canadian Broadcasting Corporation (CBC). The CBC has one network operating in English, and one in French. The 5,000-mile microwave network that links St. John's, Newfoundland, to Vancouver Island and the Pacific Northwest is one of the longest in the world. The second English network, CTV television, is composed of 12 privately-owned stations and reaches 58 per cent of the homes that have television in Canada, and continues to increase its coverage.

As of October 1969, Canada had 76 originating stations and 266 re-broadcasting transmitters. The Canadian Broadcasting Corporation owned and operated 17 stations and 89 rebroadcasting transmitters, and provided a substantial proportion of its national programming service through 42 privately-owned stations, which, with their 147 rebroadcasting stations, were affiliated with it. In addition to the private stations affiliated with the CBC, and those that form the CTV television network, there are four private stations not affiliated with any network.

### Geography and Language Factors

From the start, the development of Canadian television was complicated by geographical and language factors. About 50 per cent of the people of Canada live near the United States border and have available to them programs broadcast by one or all of the major American networks -- CBS, NBC and ABC. This fact contributed substantially to the determination of the Canadian authorities to develop speedily Canadian television services to serve in maintaining a Canadian identity and to articulate Canadian interests. It was

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also important to rapidly develop French-language television services for the considerable proportion of the Canadian population whose mother tongue was French.

One result of this rapid development has been that Toronto and Montreal now rank among the world's chief television production centers in the English and French languages, with additional programs provided by regional production centers in Vancouver, Winnipeg, Ottawa, Quebec, Halifax and St. John's.

Of the 17 stations owned and operated by the Canadian Broadcasting Corporation, 12 broadcast in English and five in French. Of the 59 privately-owned stations, 33 English-language and nine French-language stations are affiliated with the Canadian Broadcasting Corporation. There are 12 private English-language stations affiliated with the CTV television network, and one English-language station and three French-language stations operate independently.

The majority of the French-language population lives in Quebec and in the neighboring provinces of Ontario and New Brunswick. But French-language communities have been established in most of the provinces, and the need for a national policy has been stated in the Broadcasting Act of 1968, "all Canadians are entitled to broadcasting service in English and French as public funds become available".

#### Control and Regulation

The Canadian broadcasting system is regarded as a single system, comprising public and private components. The control and regulation of all broadcasting, public and private, radio, television and cable television, is the responsibility of the Canadian Radio-Television Commission (CRTC), which has its headquarters in Ottawa. The CRTC is composed of five full-time commissioners and ten part-time commissioners representative of the various regions of Canada.

#### Future Developments

To date, Canadians have viewed live television programs from overseas by means of American communication satellites. Now Canada plans its own communications satellite, and the Telesat Canada Corporation that has been established for that purpose plans to have a Canadian communications satellite in space by 1972.

Progress continues in the field of educational television, with emphasis on provincial development since education is a provincial responsibility.

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